

Quote

the weekly digest

Volume 37—Number 10

Week of March 8, 1959



19th year of publication

QUESTING WITH

Quote

A new story about temperatures has just come in from our northern correspondent. Seems that in summer the official temperatures were always higher than those shown on privately owned thermometers around town, but since everyone likes to brag about summer heat, the citizens didn't complain. However, the fact that official temperatures were higher in winter, too, did bother some inhabitants, and the climax was reached last wk when private thermometers agreed that it was —28 degrees, but the official report was only —7 degrees. This, of course, hampered bragging about the cold. So somebody decided to find out why the discrepancy, and he found out why: The official thermometer was on top of a flat-roofed wing of the administration bldg at the airport, where it rec'd reflected roof heat in summer, but also snow glare in winter. And to top it off, it was located right above the shower room exhaust!

"

Our British scout reports a delightful but unsolved mystery in Lancashire. High in the sky over Warrington a plane with a vapor trail spelled out, "I love you."

The British Air Minstry, somewhat shocked, checked all bases, and then solemnly announced that it just was not the sort of thing any RAF pilot would do. A U S

Air Force base nearby said, a trifle defensively, "It wasn't us."

Somewhere in Lancashire there is a girl who knows whodunit, but she's not talking.

"

Life sometimes presents unexpected complications. We've just heard a sad saga of a matron who wanted to have her bridge club over for a luncheon, but felt she couldn't manage it without a little assistance.

"That shouldn't be any trouble," a friend reassured her. "Just have your cleaning woman stay and do the dishes."

Brightening at the thought of this simple solution, the matron asked the cleaning woman to stay. Didn't work though; as it turned out, the cleaning woman was entertaining her own bridge club on the same day.

"

Practically everybody k n o w s the "Whiffenpoof Song," but we wonder if you know that the Whiffenpoofs recently celebrated their golden anniversary? Three of the original "gentlemen songsters off on a spree" survive; 2 of them were able to go back to Yale for the celebration. Altogether, in fact, about 200 of the 450 living Whiffenpoofs made it back to their alma mater to make the welkin and New Haven ring with "the magic of their singing."

may we QUOTE you on that?



[1] Sir ANTHONY EDEN, former British Prime Minister, *saying the current internat'l crisis is similar to that which preceded the outbreak of World War II*: "I think there are certain parallels between that day and today. In the 1930's things went wrong because internat'l agreements were denounced. That was the lesson of the 1930's and that is the lesson of today." . . . [2] Sen HOMER E CAPEHART (R-Ind), *saying a summit mtg on Berlin is the only possible solution to the problem*: "A summit mtg appears to be the only thing that Khrushchev is willing to consider. I would recommend it as offering the (avoidance) of armed conflict over the Berlin crisis." . . . [3] HAROLD MACMILLAN, British Prime Minister, *following visit to Khrushchev*: "I say that (internat'l) discussions must lie ahead because I firmly believe that the dangerous situation with which we may be faced cannot be resolved without negotiations." . . . [4] CLEMENT ATTLEE, former British Prime Minister, *when asked his opinion of Prime Minister Macmillan's visit to Russia*: "The atmosphere doesn't seem frightfully cordial." . . . [5] Sen HUGH SCOTT (R-Pa), *after visiting the Pres with 2 other senators and discussing the Berlin situation*: "We did not get any idea that the Russians are the only ones who can come up with suggestions or counter proposals . . . he (the Pres) knows what the situation is and our gov't is prepared to meet any

situation." . . . [6] Sen J WM FULBRIGHT (D-Ark), *warning that a flood of unsought advice on Berlin would only cause trouble for Pres Eisenhower*: "No football team can expect to win a game with every man his own quarterback." . . . [7] GEO MEANY, pres of AFL-CIO, *advising union leaders to tell congressmen about labor's opposition to Pres Eisenhower's anti-spending drive*: "Impress upon them that penny-pinching policies for the sake of achieving a balanced budget are likely to unbalance the nat'l economy and throw it for a loop." . . . [8] TONY FENOGLIO, Texas state legislature, *booming Sen Lyndon Johnson for pres*: "I'm here to tell you he is running with both feet. The late Pres Franklin D Roosevelt proved a man can be elected as long as he lives, Harry Truman proved you can elect anybody, and Pres Eisenhower proved you don't need a Pres." . . . [9] Dr ROBERT PIPER, medical officer of British corp'n, *saying it's not the boss who has a heart attack*: "The man at the top often seems to have little or nothing to do. When you ask him a question he presses a button and a harassed looking little man appears to find the answer. He is the one who gets the thrombosis."

Quote

moving finger



MAXWELL DROKE is ill. During his absence we are reprinting selected editorials that have appeared in earlier issues of QUOTE.

The question is often raised as to why the West, which carries virtually the entire burden of developing the backwards areas of the earth, should receive so little recognition, in comparison with the rather trivial contributions of the Soviet Union. In this connection a writer in the *London Observer* presents an interesting point of view:

"One of the reasons why the Soviet's tiny trickle of aid to the under-developed countries has been such a propaganda success is that they represent it as a fraternal gift from a pioneer and partner in the great struggle of taming nature. Our aid too often seems only the patronage of the rich to the poor."

To put it another way, Russian propagandists have contrived to surround her meager alms with some of the significance of the wid-

ow's mite. While boasting to the West of vast industrial gains, the Soviet Union is meticulously careful in its benefactions to preserve an identity with the "have-not" nations. Moreover, she loses no opportunity to remind her Eastern neighbors that "we are all Asians together."

Finally, of course, Russians employ the reiterative philosophy of the old Negro preacher who explained, "First, I tells 'em I is goin' to tell 'em. Then I tells 'em. An' lastly I tells 'em what I has told 'em." Each individual parcel of Russian aid is heralded in anticipation, again upon realization, and frequently thereafter in retrospect. Thus the sum total of Russian benefactions seems rather more consequential than it is.

The answer to this challenge, it would seem, is not to try to outdo the Russians in their artifices, but to present the vastly greater contributions of the West for precisely what they are: sound business investments that will bring an increased measure of prosperity to all concerned without the stigma of alms.

Franklin D. Roosevelt

MAXWELL DROKE, Editor and Publisher

W. K. GREEN, Business Manager

DEPARTMENT EDITORS: Richard Armour, Alice Jacobs. WASHINGTON: Leslie & Elizabeth Carpenter. FOREIGN: Alvina Brower. EDITORIAL ASSOCIATES: Ethel Cleland, Elsie Gollagher, Lucy Hittle Jackson, Emily Lotney.

QUOTE is issued weekly by Droke House, Indianapolis 6, Indiana. Subscription: \$7.50 per year in advance, in U.S. and Possessions. Two years \$12.50. Your own and a gift subscription, \$12.50. Canadian, \$8.00; two years, \$13.50. Other Foreign, \$9 per year. Second-class postage paid at Indianapolis, Indiana. Persons making use of material from QUOTE should give credit to the original sources as they appear. All unidentified items may be credited to QUOTE.

Original cover illustrations may be reproduced if credit is given QUOTE. Check with us before reproducing illustrations from foreign sources; some require reproduction fees.



Quote

Page 4

Vol 37—No. 10

Titles QUOTE and THE WEEKLY DIGEST are registered with U.S. Patent Office.

Quote the weekly digest

"He who never quotes, is never quoted."

Charles Haddon Spurgeon



AGE—1

Sixty is the age when we revel in distributing the largesse of advice. And the age when we don't have to take one word of it ourselves. — ELIZABETH DAVENPORT PLANT, "I'm Glad I'm Sixty," *Vogue*, 2-15-'59.

AGRICULTURE—2

Every yr it takes fewer farmers to raise our food, but agriculture itself is a *growth* industry. Arno H Johnson, v-pres & senior economist of the J Walter Thompson Co—a recognized expert on the food mkt, says, "Expenditures for food could expand by 60% within the next 10 yrs, in terms of 1959 prices. Population increase will account for only 1/2 of this—the other 1/2 must come from upgrading the diet"—Editorial, "Urgent for 1959," *Farm Jnl*, 2-'59.

AGRICULTURE—Production—3

Since 1940, per acre yield of corn in the U S has risen 56 per cent, wheat 40 per cent, and cotton 67 per cent.—*Industrial Press Service*.

ATOMIC ENERGY—4

The atom has already gone to work in some peaceful pursuits less spectacular than bombs—but perhaps more significant in the long run. For instance, Cobalt radiation is being used to weigh railway freight cars while they are moving

as part of a train—and a nuclear switch lamp now in service in the railway industry has a life expectancy of 10 yrs.—*Railway Digest*.

BEHAVIOR—5

It's easier to formulate a criticism than a prayer; easier to wreck a house than to build a cathedral. — NORMAN G SHIDLE, editorial, *SAE Jnl*.

BELIEF—6

An honest belief, while hard to come by, is humanity's main asset and hope.—Editorial, *Peabody Jnl of Education*.

BOOKS—Reading—7

Raymond Weaver, one of the great teachers of the Western Humanities at Columbia, was asked by a lady at a dinner party whether he had read *Gone With the Wind*, which he hadn't. She said, "You ought to. It's been out six mos."

"Have you read the *Divine Comedy*?" he asked. "No," she ans'd. "Well, you ought to; it's been out six hundred yrs."—WM THEODORE DE BARY, Director of Columbia College Oriental Studies Program, "Asian Studies for Undergraduates," *Jnl of Higher Education*, 1-'59.

Quote

washington

By Les & Liz
Carpenter



Washington's waxworks, the only one in the U.S., celebrates its 1st birthday March 16 by sprouting a new wing. In one yr, at an average 55 cents per head, more than 190,000 persons have visited the museum. Addition from 9,000 to 15,000 sq ft allows characteristic tableaux to feature each of the 28 "Great Americans" now without a representative background. Henry Ford will be seated in a 1915 Ford; the Wright Brothers will be shown in the Dayton bicycle shop where they developed the wind tunnel; Einstein in a classroom.

" "

There's a doctor in the House—several, to be exact. But the more unusual professions among mbrs of Congress include: 3 accountants, 6 advertising and public relations specialists, 6 bankers, 5 labor leaders, 2 gold miners, one chemist, 2 funeral directors, an inventor, a linguist, and a fertilizer distributor.

" "

Patients in Veterans' Administration hospitals can put their personal feeling and experience on paper and that, alone, doctors say, can be "good medicine." The VA is sponsoring its 13th annual hospitalized-writing contest with \$5,000 in prizes. Judges are leading figures in American literature and publishing: Bennett Cerf, Ellery Queen, Joseph Wood Krutch, etc.

Quote

BUSINESS—8

Col Lyndall F Urwick, noted British mgt consultant, recently was interviewed by a reporter who said, "One American mgt authority has said that 90% of the top businessman's problems are human problems. Would you go along with that?" Col Urwick's brusque answer left little doubt where he stood. "An underestimate!" he said. "I should say 95%."—Dr J ROSCOE MILLER, pres, Northwestern Univ, addressing university's Inst for Mgt Commencement Exercises.

CHANGE—Resistance—9

For the most part resistance to changes, new ideas and new methods is emotional in nature. Usually it is rooted in some sort of fear, and as we develop our skills in discovering and allaying these fears, we shall have proportionately clearer sailing when the time for Operation Change-Over comes upon us.—WALTER DERMENT, "What Makes People Resent New Ideas?" *Supervision*, 2-'59.

CHILDREN—Guidance—10

Many parents fear they will lose their children's love by crossing them. But only by helping children curb their impulses, and by guiding them to better use of their energies, can parents gain that love. Parents hear so much criticism of parents that they are afraid of frustrating a child's growing independence of thought, afraid to start a wearing argument, afraid of open rebellion. But parents and children are happiest and most secure when parents are in firm control.—SINONIE MATSNER GRUENBERG with LLEWELLYN MILLER, "Do You Let Your Children Run Your Home?" *American Wkly*, 2-8-'59.



mining the magazines

We learn from *Weltwoche* (Zurich) that the highest-ranking Russian movies finished 76th, 78th and 79th in a Polish compilation of movie attendance in theaters that also showed foreign movies. Most popular were American wild west movies. While, for example, in 10 months the 3 most popular Russian films together drew a total of only 16,000 viewers, in the same period one single American cowboy movie was seen by some 280,000 people.

" "

Many of us feel relatively secure in the belief that no nat'n would dare start a nuclear war—and since everybody would be killed if one did, why worry about it? We tend pretty much to ignore Civil Defense.

The error of this attitude is pointed up in a report in a recent issue of the *Bulletin of the Atomic Scientists* by Herman Kahn, a physicist in the Rand Corp'n.

A number of Rand researchers spent 4 months studying whether civilization can survive another war. Kahn reports: "While a thermonuclear war would be a catastrophe—in some ways an unprecedented catastrophe—it would still be a limited catastrophe." He goes on to say that the extent of the disaster could be determined by civil defense measures taken in the next 10 to 15 yrs.

Non-military defense programs, the report continues, combined with reasonable military programs, should protect about half the popu-

lation with high confidence, one fourth with medium confidence, the rest with low confidence.

The scientists are specific in their recommendation for a relatively cheap immediate program to insure survival. They would spend half a billion dollars for radiation meters, use of existing structures for fallout protection, planning for movement, damage control, and anti-contamination, prototype shelters, and research and education.

Concludes Kahn, "Some very cheap measures might save from 20 to 50 million lives, limit the damage to property, facilitate our ability to recuperate, and provide an environment in which private people can . . . increase their chances of survival."

" "

On the lighter side, a dep't store in Paris has decided not to send its catalogs to housewives in the future, reports *Schweizer Illustrierte* (Zofingen, Switzerland). Mkt studies indicated that out of every 20 women, only 5 so much as glance at the pamphlets they get in the mail. Hence, from now on the mat'l will be addressed to the man of the house. Furthermore, it will be sent in a sealed envelope, marked "Very personal." The advertising experts are convinced this will be an effective way of multiplying the housewives' interest in the contents.

Quote

CHURCH—Attendance—11

Too many people neglect regular wkly worship. A little boy was asked what his church was and he repl'd: "I'm a 7th-day absentist!" —JAN C WALKER, "Spiritual Refueling," *Link*, 1-'59.

CONTENTMENT—12

In order to become perfectly content, it is necessary to have a poor memory and no imagination.—*Grit*.

CREATIVITY—13

It is the creative individual whose dreams awaken him in the night and preoccupy his mind by day, who is the indispensable man. By dreams, of course, we mean creative genius. The problem we face today, in science, in business, in education, and in every other phase of human activity is to develop and preserve within our institutions, this priceless human quality. Unless we can do so, the problem we will bequeath to our successors will be a dismal legacy indeed.—CRAWFORD H GREENWALT, Pres, E I du Pont de Nemours & Co, editorial, *Natl Safety News*.

DUTY—14

Let us do our duty in our shop or our kitchen, in the mkt, the st, the office, the school, the home, just as faithfully as if we stood in the front rank of some great battle, and knew that victory for mankind depended on our bravery, strength, and skill. When we do that, the humblest of us will be serving in that great army which achieves the welfare of the world.—THEODORE PARKER, quoted in *Forbes*.

Quote

EDUCATION—15

I believe that we are living in an age of peril. I believe that it may be an age that will extend over a period of 30 to 50 yrs. I believe that our ability to survive will depend to a very considerable degree on our ability to give all of the citizens of this nation an equal opportunity to realize their highest potential. — ARTHUR S FLEMMING, "As We Look Ahead," *Educational Record*, 1-'59.

Quote scrap book

While the gleeful observance all over the world of April Fools' Day indicates a universal human need of nonsense, the historic origins of the occasion are obscure. As sensible an explanation as any, perhaps, was given in Poor Robin's Almanac in 1760:

The 1st of April, some do say,
Is set apart for All Fool's Day;
But why the people call it so,
Nor I, nor they themselves, do
know.

" "

EDUCATION—16

Education is man's going forward from cocksure ignorance to thoughtful uncertainty.—KENNETH G JOHNSON, Univ of Wisconsin, quoted by MARIE FRASER, *Indiana Teacher*.

" "

The community, not just the schoolhouse, is the real theater of education. — MERLE D SINGLETON, Principal, Sparks (Nev) High School, "Public Relations via Student Activities," *School Activities*, 2-'59.

EGGHEADS—17

During the late anti-intellectual spree the story has it that around the campuses the cry went up: "Unite ye eggheads. Ye have nothing to lose but your yolks." —EARL H HANSON, Sup't of Schools, Rock Island, Ill., "Civil War" or Helpful Discussion?" *Indiana Freemason*, 2-59.

FAILURE—18

Medical research indicates some people who imagine they have heart ailments which don't really exist actually *need* to believe in their frailty. The heart condition provides a psychological defense against anxiety by giving them a reason for not attempting certain undertakings in which they fear failure. — *Horizons*, syndicated by Cambridge Assoc's, Boston.

FAITH—19

Faith is not trying to believe something regardless of the evidence. Faith is daring to do something regardless of consequences.—*Sunshine Mag.*

FAMILY LIFE—20

The man next door says that one of life's pleasantest moments is when your children get to the age where you no longer have to pretend you know everything. — BILL VAUGHAN, *V F W Mag.*

FUTURE—21

It is never safe to look into the future with eyes of fear. — E H HARRIMAN, *Forbes*.

GOD—and Man—22

Personal acquaintance with Christ is a living thing. Like a tree that uses every hr for growth, it thrives in sunshine, it is refreshed by rain—even the storm drives it to fasten its grip more firmly in the earth for its support.—*Missions*.

GOD—and Man—23

Conformity to the world has in all ages proved the ruin of the church. It is utterly impossible to live in nearness to God and in friendship with the world.—ROWLAND HILL, *Alliance Witness*.

" "

I am always humbled by the infinite ingenuity of the Lord, who can make a red barn cast a blue shadow.—E B WHITE, *Think*.

HEALTH—Medicine—24

A school child today knows more about disease and how to prevent it than the most learned doctor knew 80 yrs ago. Yet more than a million Americans become ill—and about 100,000 of them die—each yr because they neglect to apply this knowledge. — DR THEO J BAUER, Ass't Surgeon Gen'l, U S Public Health Service, "What Makes You Sick?" *This Wk*, 2-15-'59.

HISTORY—25

History is like an iceberg; most of it lives under the surface. Its great moments are not those in which famous leaders have said yes or no to some stark-brutal question; they are the unending times in which ordinary folk have simply made up their minds about things, have shown courage and endurance when no clear light was being given them, have faced up to challenges because they sensed a value beyond values—or, perhaps, simply because there is an indefinable something in the human spirit which refuses to be beaten.—BRUCE CATTON, historian and editor of *American Heritage*, "To Survive Man Must Serve," *Together*, 3-'59.

Quote



Easter

Appropriate for Easter Sunday (March 29) is this little gem. Its authorship has never been clearly established, altho it is often credited to PHILLIPS BROOKS. We offer it in somewhat abbreviated form:

Here is a man who was born in an obscure village, the child of a peasant woman. He grew up in another obscure village. He worked in a carpenter shop until He was 30, and then for 3 yrs He was an itinerant preacher. He never went to college. He never put His foot inside a big city. He never traveled 200 mi's from the place He was born. He never did one of the things that usually accompany greatness. He had no credentials but Himself. He had nothing to do with this world except the naked power of His divine manhood. . .

Nineteen wide centuries have come and gone, and He is the center-piece of the human race and leader of the column of progress.

I am far within the mark when I say that all the armies that ever marched, and all the navies that ever were blt, and all the parliaments that ever sat, and all the kings that ever reigned, put together, have not affected the life of man upon this earth as powerfully as that One Solitary Life!

Quote

HUMAN NATURE—26

Something about human nature stirs us to oppose what we dislike faster than to support what we favor. We spring to stop our enemies quicker than to support our friends. When we're *for* something, we give it strong tacit support. When against it, we howl our condemnations. — NORMAN G SHIDLE, editorial, *SAE Jnl.*

HUMILITY—27

Referring to herself, Marian Anderson often uses the impersonal "we" and "one," which lend a certain formality to her speech. When a Buddhist scholar questioned her about this practice during an Asian trip, she repl'd, "One realizes, the longer one lives, that there is no particular thing one can do alone. With the execution of the work we do, there are many people (involved)—those who wrote the music, those who made the pianos on which the accompanist plays, the accompanist who actually lends support to the performance. To go out without any of these things, to stand on your own—even the voice, the breath, the everything, the motion you have to go to a platform to perform—it's not of your doing. So the "I" in it is very small, after all."—ELEANOR DRUMMOND, "A New Kind of Ambassador," *Presbyterian Life*, 2-15-'59.

IDEAS—28

Ideas are a chain reaction; one thing leads to another. Any one can have more ideas by being hospitable to ones he's got, that is, by using them, trying them out, not discarding them before he has given them a chance.—MICHAEL DRURY, "Creativity: Something for All or the Very Few," *Glamor*, 2-'59.

....pathways to the past.....



Nat'l Laugh Wk
Honey for Breakfast Wk
(begins April 1)

Nat'l Hobby Month
(begins April 1)

Mar 29—*Easter Sunday*. . . 135 yrs ago (1824) The Society for the Reformation of Juvenile Delinquents was incorporated in N Y C. . . 90th anniv (1869) b of Ales Hrdlicka, American anthropologist. Born in Bohemia, Hrdlicka became an authority on the American Indian; director of U S Nat'l Museum 1910-1943.

Mar 30—*Seward's Day* (observed only in our newest state, this holiday commemorates purchase of Alaska from Russia).

Mar 31—150th anniv (1809) b of Nikolai Gogol, Russian novelist and satirist. He was the 1st of Russia's realistic novelists. . . 105 yrs ago (1854) the 1st treaty of peace, commerce and amity between the U S and Japan was signed. Treaty was negotiated by Commodore M C Perry. . . World War II came closer 20 yrs ago today (1939) when Great Britain and France promised aid to Poland if the Poles resisted any future attack by Germany.

Apr 1—*April Fools' or All Fools' Day*. . . 170 yrs ago (1789) the House of Representatives was 1st able to transact business. The House had met almost a month earlier, but a quorum of its mbrs was present for the 1st time on this date. First action was the election of Augustus C Muhlenberg of

Penna as Speaker of the House. . . 20 yrs ago (1939) Generalissimo Francisco Franco announced the end of the Spanish Civil War. U S gov't extended recognition to the Franco Regime.

Apr 2—The longest dock strike to date in the history of New York ended 5 yrs ago (1954) when the Internat'l Longshoremen's Union called off the 29-day strike along the city's waterfront.

Apr 3—The 1st coffee mill was patented 130 yrs ago (1829) by Jas Carrington, Wallingford, Conn. . . 70 yrs ago (1889) the 1st bank operated for Negroes by Negroes opened for business in Richmond, Va. This was the savings bank of The Grand Fountain of the United Order of True Reformers.

Apr 4 — *The Perils of Pauline*, most famous of all moving-picture serials, was 1st shown 45 yrs ago (1914). . . 10 yrs ago (1949) representatives of 12 nat'n's met in Washington to sign the North Atlantic Treaty. (Article 5 of the NATO Pact states: "An armed attack against one or more of the signatories in Europe or North America shall be considered an attack against them all.")

Quote

IMMORTALITY—29

The student, reaching commencement, leaves college days to enter the workaday world. Young folk leave their childhood homes and parents say, "The end has come;" but a bride and groom found a home, and they say, "This is the beginning." Death comes, and some say, "Life has ended," but Christian faith affirms, "Life has begun." — NORRIS L TIBBETTS, *Talks with Men* (Ass'n Press).

I've met some people the world
acclaims,
But as for boasting, I'm prone
to neglect 'em.
For when there's a chance to
drop some names,
I can't for the life of me recollect
'em! — GEORGIE STARBUCK
GALBRAITH.

30

LABOR UNIONS—31

In general, unions are probably the country's most conservative investors. They rely predominantly on Gov't bonds in the belief that safety is more important than the higher dividend yield or gain in market value to be had from common stock.—A H RASKIN, "New Issue: Labor as Big Business," *N Y Times Mag*, 2-22-'59.

LEADERS—Leadership—32

The leader uses his intelligence to determine the best course of action. The "also ran" waits, watches his competitor's successful actions, and tries to copy them.—LAWRENCE A APPLEY, *Personnel Jnl.*

Quote

LIFE—Living—33

When the incentive, the zest for living is lost, senility is inevitable. . . . If you sit and wait for death to come along, you will not have long to wait.—Dr EEW L BORTZ, quoted in *Instrumentalist*.

" "

Americans are living longer. The 1st revision of ins-company mortality tables in 18 yrs showed, among other things: The average life span has increased from 62 yrs in 1941 to 68 yrs now; a 50-yr-old man now can expect to live to 73 and a 40-yr-old man to 72, compared with expected ages of 71 and 69 in 1941. — *U S News & World Report*.

LONGEVITY—34

There is no shortcut to longevity; to achieve it is the work of a lifetime. — JAS CHrichton - BROWNE, *Ethical Outlook*.

" "

One recipe for a longer life—never exceed the feed limit.—BURTON HILLIS, *Better Homes & Gardens*.

LOVE—35

Dr Paul Tillich says, in *The New Being*, "In many people there has been an abundance of the heart. But laws, conventions, and a rigid self-control have repressed it and it has died. People are sick not only because they have not rec'd love but also because they are not allowed to give love, to waste themselves . . ." In the triangle of love between ourselves, God and other people, is found the secret of existence, and the best foretaste, I suspect, that we can have on earth of what heaven will probably be like.—Dr SAM'L M SHOEMAKER, Rector, Calvary Episcopal Church, Pittsburgh, "Heart to Heart," *Woman's Day*, 3-'59.

MARRIAGE—36

The temple of marriage needs spaced pillars for good support. Otherwise the slightest trembling may topple it. Let us be reconciled to the space between the pillars. Marriage is a social entity, requiring 2 separate human beings, not a variety of 4-legged animals. The separateness may generate estrangement; it also produces strength. Despite trouble, the bonds of love can fill the spaces between two human beings in the same way the sky gives dignity to the stars, which make sense only because they are related by space within the broad expanse of sky.—HERBERT GOLD, "The Invisible Divorce in Every Marriage," *Coronet*, 3-'59.

MEMORY—37

Dr Geo A Miller, conducting a study for the Office of Naval Research, discovered that the average person can remember accurately only 7 items on any list read to him. . . Dr Miller offers this intriguing suggestion: Perhaps, since the human memory is limited to 7, this might explain why the number 7 crops up so often—the 7 wonders of the world, the 7 notes of the musical scale, the 7 seas, the 7 deadly sins, the 7 ages of man.—LESTER DAVID, "Forget Something?" *Mechanix Illustrated*, 3-'59.

MODERN AGE—38

The boy who got a wrist watch when he was graduated from high school now has a son who wears one to kindergarten.—*Grit*.

MONEY—39

Money is responsible for many paradoxes, not the least of which is the wealthy relative who is at once both distant and close.—*Wall St Jnl.*

POLITICS—Politicians—40

The trouble with most of these elected politicians is that they think what they got from the public last November was not a mandate but a charge-a-plate.—RICHARD MAYER.

POPULATION—Change—41

The character of the U S population is changing, yr by yr. A new census report shows these changes since 1950:

The nonwhite population has been growing faster than the white population. In the past 8 yrs, the number of nonwhites jumped from 15.8 million to a mid-1958 total of 19.3 million, a gain of 22 per cent. The vast majority of nonwhites in the U S are Negroes. The white population, meanwhile, increased from 135.3 million to 154.8 million, a gain of 14.4 per cent.

Women outnumber men by an increasing margin. There were about 600,000 more women than men in 1950. Now, there are 1.7 million more women than men.—*U S News & World Report*.

PROGRESS—42

It is when the heart is made wise by the power of the mind and the mind energized by the power of the heart that real progress can be made. — "Live in the Heart," *Theosophical Movement*, Bombay, India, 12-'58.

PUBLIC RELATIONS—43

Public relations, like charity, begins at home.—EDW J HERMANN, "Public Relations, Like Charity . . ." *Music Educators Jnl*, 1-'59.

Quote

RACE—Relations—44

If we could only spread out the Christmas spirit to encompass the entire 12 mo's, or remember our behavior in a nat'l emergency or a trouble like a crippling snowstorm (schools closed, traffic halted, business curtailed) when those stout-hearted enough to brave the elements see only that there is another soul needing help—and it has no color. When incidents occur in our land that show a disregard for brotherhood among races our America belittles herself, and her prestige is injured. For he in the highest place can be no greater and no more effective than the least of his followers. He must answer for all. — MARIAN ANDERSON, *My Lord, What a Morning* (*Viking*).

REFORM—45

Dr Wm Barclay of Trinity College, Glasgow, said not long ago that "there is enough Christian talk in this world to reform half a doz worlds." He added that the chief trouble consists of there being so little action for all the talk. —DAVID A MACLENNAN, "Priming the Preacher's Pump," *Church Mgt*, 2-'59.

RELIGION—46

What most people ask of religion is that it make them comfortable when they embrace its tenets, but that it refrain from making them feel uncomfortable when they violate its tenets.—SYDNEY J HARRIS, *Chicago News*.

RUSSIA—Education—47

Everybody in Russia who is more than 40 and has completed the

Seven Yr School has studied a for'gn language since the teaching of either English, French or German is obligatory in the Middle School (Ten Yr School) from Class V on, and in all the establishments of higher education. The Soviet child begins the study of a for'gn language when he is 12 or 13. In most city schools he can choose between English, French or German. English is by far the most popular. —MARCELLE A ABELL, "For'gn Language Teaching in the USSR," *Modern Language Jnl*, 2-'59.

SAFETY—Safe Driving—48

An appreciable decrease in the number of accidents is expected in Sweden if a suggested law is passed: drs would be required to report to a special office the names of the mentally ill, epileptics, persons with circulatory difficulties, and patients whose vision and hearing were poor. This office would then decide if the particular individual would be able to continue to have a driver's license or not.—*Schweizer Illustrierte*, Zofingen, Switzerland (QUOTE translation).

SELF—Possession—49

Cultivate nonchalance, the ability to look like an owl when you have behaved like an ass. — *Phi Delta Kappan*.

SPACE—50

If they (the Russians) get to Venus they will find it boiling hot. If they get to Mars they will find it freezing cold. On neither planet will they be able to breathe. The best of luck to them.—RICHARD VAN DER RIET WOOLEY, Astronomer Royal of Great Britain.

Quote

SUCCESS—Failure—51

People who achieve happiness and success are those who refuse to accept the idea of defeat. They know it is the *thought* of defeat that causes defeat, so they go to work and organize victory out of mistakes. — "Blunders," *Megiddo Message*, 1-10-'59.

TEACHERS—52

A teacher is a scapegoat in the home, a necessary nuisance to the bd of education, and a footstool in nat'l politics.—LEO A LERNER, Newspaper editor and publisher and chmn of bd, Roosevelt Univ, "Let's Make Education Work," *American Teacher*, 2-'59.

TELEVISION—Control—53

Parents won't let their children read certain books, see certain movies, eat certain foods. They should have equal responsibility to limit what their children see on television. In the light of total network programing, I don't know that there's too much crime and violence... The greatest control in tv is the public. Viewers can always reach forward and twist that little knob. If enough of the public rises up against a thing, we'll change it without legislation. We'll have to. But apparently the public isn't objecting too much—the number of viewers and sets in use is at an all-time high.—ROBERT W SARNOFF, Chmn of Bd, NBC, speaking at a press conf in Los Angeles.

THOUGHT—54

An egghead is a fellow who thinks about thinking.—BOB HANNELLY, quoted by BURTON HILLIS, *Better Homes & Gardens*.

WOMEN—Advertising—55

Advertising offers more opportunities for women than any other field I know of. It was made for women. Most of it focuses on women's interests—it's right next door to fields in which women have already long made a name for themselves.—MARGARET SHERMAN, *Advertising Age*.

66

There are days when you can't reason with people.

There are days when you hardly dare speak.

There are days when you lose every argument.

In my case, there are seven a week.—LAVONNE MATHISON.

56

99

WORRY—57

Don't push your worries behind you where they can heckle you out of your sight. Bring them out in front of you, line them up, and look them over. Decide which ones you can do something about and which ones you'll just have to live with. Don't waste your energies on things you can't change, but go into action on those you can.—DR R H FELIX, Director, Nat'l Inst of Mental Health, "Your Mental Health," *NEA Jnl*, 1-'59.

YOUTH—Age—58

One ought to do some foolish things in youth; they are what make you feel young and spirited when you think about them in your quieter old age.—LIN YUTANG, quoted in *Illustrated Wkly of India*, Bombay.

Quote

GOOD STORIES you can use...



"If you had to choose between marrying for love or money, Jane, which would you choose?" asked her friend.

"Love, I expect," repl'd Jane. "I always seem to do the wrong thing."—*Capper's Wkly.* a

" "

Hearing that a large industrial firm was planning to move nearby, an enterprising office supply man made plans to secure some business. He got a list of executives and began wining and dining them—each day hoping for an order, but without results. The day before the firm's grand opening he had about given up hope when the phone rang. A company official casually gave a big order to be delivered immediately. The man recovered from his shock to make the delivery on time and was rewarded with a large daily order.

Later, he ventured to ask which move in his elaborate campaign proved the clincher. "We never heard of you," he was told. "We picked your name from the classified pages of the telephone book."—*Digest of World Reading*, Melbourne, Australia. b

" "

Overheard on the bus: "So he offered to run me home—and were we ever out of breath when we got there!" — E E KENYON, *American Wkly.* c

Quote

I Laughed At This One

DAN BENNETT

A man went to the Malay Peninsula to hunt tigers and when he came back a friend demanded: "Why does a successful man like you risk his life hunting tigers?"

"You don't understand," repl'd the hunter. "This was a safari to end all safaris. There is no thrill like stalking thru the jungle, knowing that a great man-eating tiger may leap at you any min."

"How many tigers did you kill?" asked the friend.

"None," admitted the hunter.

"Then your safari was a failure," said the friend.

"Not at all," said the hunter. "It was a glorious success. Listen, when you're hunting tigers, none is plenty!"

In a middle western city the other day, a police officer signaled a driver to the curb and asked to see his license.

"But, officer," protested the motorist, "I wasn't doing anything wrong!"

"Yeah, I know," agreed the cop, "but you were driving so cautiously, I thought maybe you didn't have your license with you."—*News & Views*, hm, Gen'l Motors Acceptance Corp'n. d

.....*Quote*-able QUIPS

The animal story of the wk comes from London, and we are told it is sweeping the British Isles like myxomatosis. Here it is.

There are two lions, see, one old and one new—just arrived that day—who share adjoining cages. The old lion merely loaf on the floor of his cage, contemplating age and old lice. The new lion, on the other hand, acts a proper beast, pacing and roaring and clawing at the visitors thru the bars.

When lunchtime comes the keeper tosses a great bloody steak to the old lion, then throws two bananas and a bag of peanuts to the new lion. The new lion is so hungry from his exertions that he gobbles down the bananas and peanuts, but then he talks querulously to the old lion. "I don't get it, old boy," he says. "Here I pace and growl and claw like a lion, and all I get is some bananas and peanuts, while you lie there like a worn rug and get a proper meal. I just don't get it."

"There's something you've got to learn," says the old lion. "This is a small town and a small zoo. The budget can't stand two lions. You're booked in here as a monkey."—Sports Illustrated.

" "

The hill-billy father was puzzled by the draft classification sent to his son. "What does 'F-X' stand for?" he asked the draft board official.

"It means," the other repl'd gravely, "even if we're invaded by the enemy, don't come!"—Dr RONALD BRIDGES, Pacific School of Religion, Berkeley, Calif.

Life isn't a bowl of cherries; it's a bunch of raisins—raisin' heck, raisin' kids, or raisin' money!—S S BIDDLE.

" "

The only things some folks give up for Lent are their New Yr's resolutions.—ANNA HERBERT.

" "

By the time many a man discovers that money doesn't grow on trees, he's already away out on a limb.—CY N PEACE.

" "

Most people who don't care whether school keeps or not have no children.—REX MOBLEY.

" "

Some women inspire their husbands to greater things just by running up bigger bills.—MAURICE SETTER.

" "

Primitive country: One that has no taxes to handle juvenile delinquency, in case it gets civilized enough to achieve it.—In a Nutshell.

" "

By the time you know your way around, you are fed up. — Wm Feather Mag.

" "

Keep your nose to the grindstone. The shorter it is, the less trouble it will get you into.—Fifth Wheel.

" "

What most children learn by doing is how to drive their parents crazy.—IMOGENE FEY.

Quote

Ad in a farmers' mag: Wanted—a dairy-farm employe. Must not have any bad habits—smoke, drink, or eat margarine.—*Ulster Education.*

g

> light armour

Richard Armour



News For Nose

As a means of identification, the nose print of a dog is as distinctive and foolproof as the human finger-print.—News item.

If, Rover, I should press your nose
Against an inkpad, don't suppose
You've lost a friend, don't look so
hurt,

Don't think that I have done you
dirt.

And when I press your nose once
more,
This time on paper, don't deplore
(Although it must be quite a
shocker)
The fact your master's off his
rocker.

It's only nose prints that I seek.
Your nose, you see, is quite unique.
No other nose (this reassures)
Has ridges, loops, and whorls like
yours.

So don't protest, don't squirm, don't
bite,
I tell you everything's all right.
But please be careful (cops can
close in)
And watch out what you stick your
nose in.

Quote

The publisher of a magazine had laid down an ironclad rule that there must never be an off-colour sit'n or an indecent word or suggestion in the paper.

This rule was broken when the end of the 1st installment of a serial found the sec'y-heroine having a drink with her boss at his home, his wife away, and night drawing on. To the deep shock of many readers, the 2nd installment began with the two having breakfast.

The editor prepared a routine letter to answer indignant mail. It read: "We cannot be responsible for what the characters in our serials do between installments."—*Illustrated Wkly of India.* h

" "

When a man called a veterinarian in a nearby town the operator asked, "Is this a personal call?"

"Of course not!" snapped the caller. "It's my dog that's sick."—*Indiana Telephone News*, hm, Indiana Bell Telephone Co. i

" "

A family whose home was haunted by a ghost decided to move out. They picked a new home and placed the furniture in a big wagon. When the last of the load was in, Father called out, "Are we all here?" And from under a table in the wagon came a voice, the ghost's, "Yes, we're all here."—"Social Changes and Inner Growth," *Ethical Outlook*, 3/4-'59. j

" "

A millionaire soap mfr graciously consented to a press interview. "To what do you attribute your success?" he was asked.

Said the soap man earnestly, "To clean living, my friend, to clean living."—*L & N Mag*, hm, Louisville & Nashville Ry. k

If you are ever called on
to manage a meeting,
THIS is your meat !



The Author

HAROLD DONAHUE manages meetings. He has made it a successful profession. In his native London, Ontario, they call him "the Dynamo of the Dominion." On any given day he may have from one to three meetings progressing under his skilled direction. And he has the ability to share with you the fruits of his experience.

This is the standard text on the *Business Side* of Conventions, Banquets, Luncheons, Sales Meetings and Staff Conferences. If it is your job to "run the show" this book was written for you. You need *How to Manage Your Meeting*.

This big, practical volume tells how to organize and supervise committees; how to get publicity for your Big Event; how to finance public gatherings; how to make your meeting a Spectacular Production; how to be MASTER of the meeting; how to start promptly and keep on schedule; how to gain and maintain order; how to introduce a speaker; what to do when things go wrong; how to bring your meeting to a graceful conclusion; where to get good speakers; how to handle a Question & Answer period; how to stage a "Ladies' Night"; how to stimulate routine meetings; things to do after the meeting.

Also . . . Simplified Parliamentary Procedure

As an added feature, we asked Grant Henderson, international authority, to condense to 10,000 words the Parliamentary Procedure a chairman needs in conducting a normal meeting. If you've found Parliamentary Procedure rough going, here's help!

Get a copy of *How to Manage Your Meeting* on approval. Price \$4.00. If you prefer to remit now (money-back guarantee) we'll include a FREE copy of *The Toastmaster's Check List*, an invaluable aid to meeting managers.



DROKE HOUSE, Dept. Q-4, Indianapolis 6, Indiana

America's largest publisher of Speech Material

[REDACTED]

ELMER MORRIS, Chicago, telling
Traffic Ct Referee Joseph Wosik
he supported his wife's contention
that radar was wrong in clocking
her at 45 mph in a 25 mph zone:
"In 25 yrs of marriage I have never
known my wife to be wrong."

1-Q-t

" "

Referee JOSEPH WOSIK, suspending
Mrs Morris' \$10 fine: "Absolutely
amazing. I have been married
17 yrs, and my wife has never
been right."

2-Q-t

SECOND CLASS MATTER

Edited by Alice Jacobs

From time to time, we feel impelled to take note of things that strike us as entirely uncalled for contributions to culture. At the top of our current list is a fancy leather hanging-strap to be suspended from the ceiling. This lets you make up for insufficient time spent strap-hanging in subways. "Leather Leaner" is designed by Waldheim-Koepke Assoc's of Milwaukee, and if you can't think of any uses for it, we'll suggest some: It should be handy for crowded cocktail parties, for getting out of the tub, for people who think on their feet or don't know what to do with their hands.

And only \$15, too.

For the small-fry, there is now a beanie cap with a bit-in flashing beacon light powered by 2 standard penlite batteries. Polyethylene plastic light will take rough handling. Mfr says it's not only a novel toy, but a safety-aid for children out after dark—it alerts motorists to their presence. (Our own view is that children young enough to wear this shouldn't be out alone after dark.) Beanie is mkt'd by Clever Things, Inc, Cincinnati, Ohio, and should be readily available.

